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SECRETARY OF THE AIR FORCE**

AIR FORCE INSTRUCTION

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Public Affairs



COMMAND INFORMATION

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This instruction implements Air Force Policy Directive (AFPD) 35-1, Public Affairs Management. It provides guidance pertaining to Internal Information used to communicate with Airmen and their families. It also implements DODI 5160.48, DOD Public Affairs and Visual Information (PA & VI) Education and Training (E&T); DODI 5400.14, Procedures for Joint Public Affairs Operations; and DODD 5410.1, Release of Information Concerning Accidental Casualties Involving Military Personnel or Equipment. Read this instruction with Joint Publication 3-61, Doctrine for Public Affairs in Joint Operations, and Air Force Instruction (AFI) 10-2501, Air Force Emergency Management (EM) Program Planning and Operations. Refer recommended changes and questions about this publication to the Office of Primary Responsibility using the AF Form 847, Recommendation for Change of Publication; route AF Forms 847 from the field through the appropriate functional chain of command. The authorities to waive wing/unit level requirements in this publication are identified with a Tier ("T-0, T-1, T-2, T-3") number following the compliance statement. See Air Force Instruction 33-360, Publications and Forms Management for a description of the authorities associated with the Tier numbers. Submit requests for waivers through the chain of command to the appropriate Tier waiver approval authority, or alternately, to the Publication OPR for non-tiered compliance items. Ensure that all records created as a result of processes prescribed in this publication are maintained IAW Air Force Manual 33-363, Management of Records, and disposed of IAW the Air Force Records Information Management System Records Disposition Schedule. The use of the name or mark of any specific manufacturer, commercial product, commodity, or service in this publication does not imply endorsement by the Air Force.

SUMMARY OF CHANGES

This instruction has been substantially changed and requires a complete review. Major changes include: transferring guidance on releasability to media operations, transferring digital publication such as use of third party maps to AFI 35-107 and transferring pure informational data to alternate forums such as www.PublicAffairs.af.mil, Tell the Air Force Story page on the AF Portal and the Public Affairs Community of Practice SharePoint site. Details on clearance procedures are being moved to a more appropriate AFI as well as stylebook issues, which belong in appropriate stylebooks.

1. Overview. Air Force command information programs will be planned and executed to increase awareness and understanding of the mission, policies, priorities and programs; inform Airmen of developments affecting them; educate Airmen and families about the need protect sensitive information; and provide avenues for feedback. Command information is one of the many ways Air Force leaders communicate with Airmen and their families. The main purpose of conducting command information programs is to link Airmen and their leaders. Timely, accurate and relevant information is a force multiplier that enhances Airmen morale and readiness, while facilitating the free flow of information.

2. Objectives of the Command Information Program.

- 2.1. Link Airmen and their leaders through a free flow of news and information.
- 2.2. Help Airmen understand their roles in the Air Force.
- 2.3. Explain how policies, programs and operations affect Airmen.
- 2.4. Promote good discipline and build pride as members of the Air Force community.
- 2.5. Recognize individual and team achievements.

3. Roles and Responsibilities.

3.1. At HQ USAF level, the chief of the Secretary of the Air Force Office of Public Affairs Command Information division (SAF/PAI) is the functional manager of the command information program. SAF/PAI will identify Air Force level policy that is consistent with laws, regulations, and leadership's direction, provide guidance, performance standards and other means by which the Air Force can evaluate success in implementing the Air Force's Command Information Program.

3.2. Major Command (MAJCOM), Field Operating Agency (FOA) and Direct Reporting Unit Responsibilities. Directors and chiefs of PA conduct command information programs to help their commanders keep Airmen informed about missions and issues. It is the MAJCOM's responsibility to also provide command-specific communication guidance and products to their subordinate wings.

3.3. Component Numbered Air Force Office of Public Affairs Responsibilities. The overall responsibilities for the C-NAF/PA Director are outlined in AFI 35-101. NAF will provide counsel on command information issues for senior leaders, and coordinate with wing-level public affairs offices on command information activities or issues, as required.

3.4. Wing Public Affairs Responsibilities. Conduct a command information program that serves the installation's audience to include Airmen and their families, tenant units, and Air

Force retirees. PA provides leaders with a wide-range of effective and efficient communication tools to build, maintain, and strengthen morale and readiness.

3.5. Assistance to Public Affairs specialists. Air Force Public Affairs specialists should follow the chain of command to access the numerous resources available outside their office for help. Defense Media Activity, Secretary of the Air Force Public Affairs office, MAJCOMs and the Defense Information School (DINFOS) offer guidance and assistance.

3.5.1. MAJCOMs should work with their wings to share best practices and message synchronization throughout the command.

3.5.2. Public Affairs specialists are encouraged to network with fellow editors for ideas, suggestions and recommendations to improve story quality, photography, production schedule and commander's involvement.

4. Content for Command Information Publications.

4.1. Content of Electronic and Printed Publications. For the purposes of this instruction, the word publications refer to all communication channels provided by a public affairs office for the dissemination of information to the internal audiences, such as official Air Force websites, social media sites and mobile applications, and does not refer to the official definition of publications as described in AFI 33-360, Publications and Forms Management.

4.1.1. News, feature and editorial material will conform to the Department of Defense Visual Information Guide and the Associated Press Stylebook TM. The use of the name or mark of any specific manufacturer, commercial product, commodity, or service in this publication does not imply endorsement by the Air Force. Courtesy titles will be used in accordance with **Paragraph 6**. Coverage will be factual and objective as well as avoiding morbid, sensational or alarming details not essential to factual reporting. Accuracy is paramount. (T-0)

4.1.2. News content will be based on local articles developed by the Public Affairs staff and releases by MAJCOM news services and other agencies of the DoD and federal government. For guidance on printed publications, refer to DoD Instruction 5120.04, DOD Newspapers, Magazines, Guides and Installation Maps. (T-3)

4.1.3. Articles of local interest to Airmen produced outside government channels (e.g. ad hoc reporters, citizen journalists, local organizations) may create intellectual property rights concerns. Articles produced outside the Air Force will be used only if permission has been obtained, the source is credited and they do not otherwise violate this instruction. Articles for off-base, non-profit organizations, including non-profit military-affiliated organizations (e.g., Air Force Association, Air Force Sergeants Association, NCO Association, etc.) must be consistent in length and placement to avoid the appearance of favoritism or implied endorsement. (T-0)

4.1.4. Credit sources of all material. This includes, but is not limited to, Airmen and their families and other DoD components, and MAJCOM news services. (T-3)

4.1.5. Airmen to be interviewed and photographed will meet all requirements of AFI 36-2903, Dress and Personal Appearance of Air Force Personnel, and must comply with current safety, security and technical order requirements, meaning if they are on a construction site, they must have a safety helmet or other safety requirements as required

per the regulations governing to the environment where the interview or photographs are captured. (T-3)

4.1.6. Adhere to guidelines in AFI 35-104, Media Operations, on release of information and photography. (T-0)

4.1.7. Conform to applicable policies, regulations and laws involving the collection, processing, storage, use, publication and distribution of information by DoD components (e.g., libel, photographic imaging alteration, copyright, sexually explicit materials, classified information) and U.S. Government postal and printing regulations, as specified in DoD Instruction 5120.04, DOD Newspapers, Magazines, Guides and Installation Maps. (T-0)

5. Inspection ratings. Units will contact media operations locally or SAF/PAO to determine releasability of inspection results, including operational, compliance and nuclear inspections. (T-1)

6. Base Guides. These are optional authorized publications containing advertising prepared and published under contract with civilian publishers. PA should consider the availability of information on websites and other sources when considering the necessity of producing an optional publication. As with civilian enterprise newspapers, the right to circulate this advertising to the Air Force readership constitutes contractual consideration substituting for the Air Force requirement to pay for the publication, saving both the Air Force and the American tax payer money. Base guides should become the property of the command, installation or intended recipient upon delivery according to contract terms. (The Air Force Public Affairs Community of Practice has a sample Statement of Work for a Guide or Map contract.) These publications must provide Airmen with information about the mission of their command; command, installation or community services available; local geography and history; and related information. (T-3) Installation maps are discussed in AFI 35-107 Public Web and Social Communication. Interactive maps already provided by third-party online firms may be displayed on Air Force public websites.

EDWARD W. THOMAS, JR., Brig Gen, USAF
Director, Air Force Public Affairs

Attachment 1**GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

Title 10, United States Code - Armed Forces

DOD Regulation 5120.20, American Forces Radio and Television Services, Incorporating Change 1, November 20, 2017

DOD 1348.33-M, Manual of Military Decorations and Awards, 12 Sep 1996, change 1, 18 Sep 2006

DODD 5160.48, DOD Public Affairs and Visual Information (PA & VI) Education and Training (E&T), Incorporating Change 1, November 20, 2017

DODD 5410.01, Release of Information Concerning Accidental Casualties Involving Military Personnel Equipment, June 2, 2009

DODI 5120.04, DoD Newspapers, Magazines, Guides, and Installation Maps, Incorporating Change 1, November 20, 2017

DODI 5400.14, Procedures for Joint Public Affairs Operations, 22 Jan 1996

Joint Publication 1-02, Department of Defense Dictionary of Military and Associated Terms, 12 Apr 2001, as amended through 17 Oct 2008

Joint Publication 3-61, Doctrine for Joint Public Affairs, Incorporating Change 1 19 August 2016

AFI 10-2501, Air Force Emergency Management Program, 19 Apr 2016

AFI 33-332, Air Force Privacy and Civil Liberties Program, 12 Jan 2015

AFI 33-360, Publications and Forms Management, 15 Feb 2018

AFI 35-104, Media Operations, 22 May 2017

AFI 35-109, Visual Information, 01 Jun 2017

AFI 36-2803, The Air Force Awards and Decorations Program, 18 Dec 2013

AFI 36-2903, Dress and Personal Appearance of Air Force Personnel, 24 April 2018

AFI 90-201, The Air Force Inspection System, 21 Apr 2015

AFMAN 33-363, Management of Records, 1 Mar 2008

AFFPD 35-1, Public Affairs Management, 8 Mar 2018

Associated Press Stylebook TM

Uniform Code of Military Justice

Adopted Forms

AF Form 847, Recommendation for Change of Publication

DD Form 2830, General Talent Release

DD Form 2831, General Release Where Talent Fee or Other Remuneration or Recompense Accrues to the Participant

DD Form 2832, Release Granting the U.S. Government Permission to Photograph or Otherwise Record the Visual Image or Sound of Private Property

DD Form 2833, Release Granting the U.S. Government Permission to Record and Reproduce Program Material Transmitted by Educational or Commercial Broadcast Stations

Abbreviations and Acronyms

AF—Air Force

AFI—Air Force instruction

AFPAA—Air Force Public Affairs Agency

AFPD—Air Force Policy Directive

AFPS—American Forces Press Service

AFR—Air Force Reserve

AFVISG—Air Force Visual Information Style Guide

ANG—Air National Guard

AP—Associated Press

CE—Civilian enterprise

CI—Compliance Inspection

CMSAF—Chief Master Sergeant of the Air Force

CoP—Community of Practice

CSAF—Chief of Staff of the United States Air Force

DINFOS—Defense Information School

DOD—Department of Defense

DODD—Department of Defense Directive

DODI—Department of Defense Instruction

DRU—direct reporting unit

DSN—Defense Switched Network

FOA—field operating agency

FOUO—For Official Use Only

HQ—Headquarters

IG—Inspector General

MAJCOM—major command

NCO—non-commissioned officer

ORI—Operational Readiness Inspection

PA—Public Affairs

PAO—Public Affairs officer

SAF—Secretary of the Air Force

UPAR—unit Public Affairs representative

USAF—United States Air Force

VI—Visual Information